



GREATER VANCOUVER
BOARD OF TRADE



MUSTEL GROUP
MARKET RESEARCH

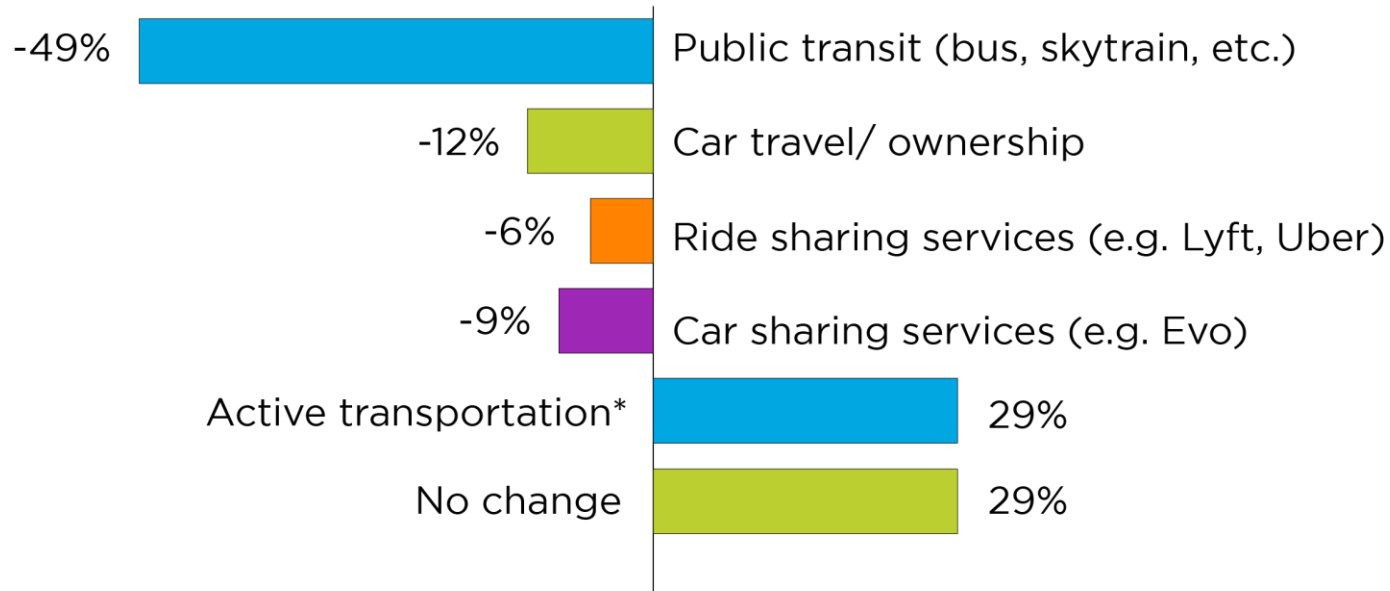
2021 Transportation Survey



May 2021

- 500 interviews conducted by telephone with a random sample of Metro Vancouver adults, 18 years of age and over
- Sample included both landlines and cell numbers for 100% coverage
- Specific steps taken to ensure sample representative of population
- Sample matched Statistics Canada census data on basis of gender, age and region
- Interviews conducted April 16 – 28, 2021

How Transportation Habits Have Changed (net change)



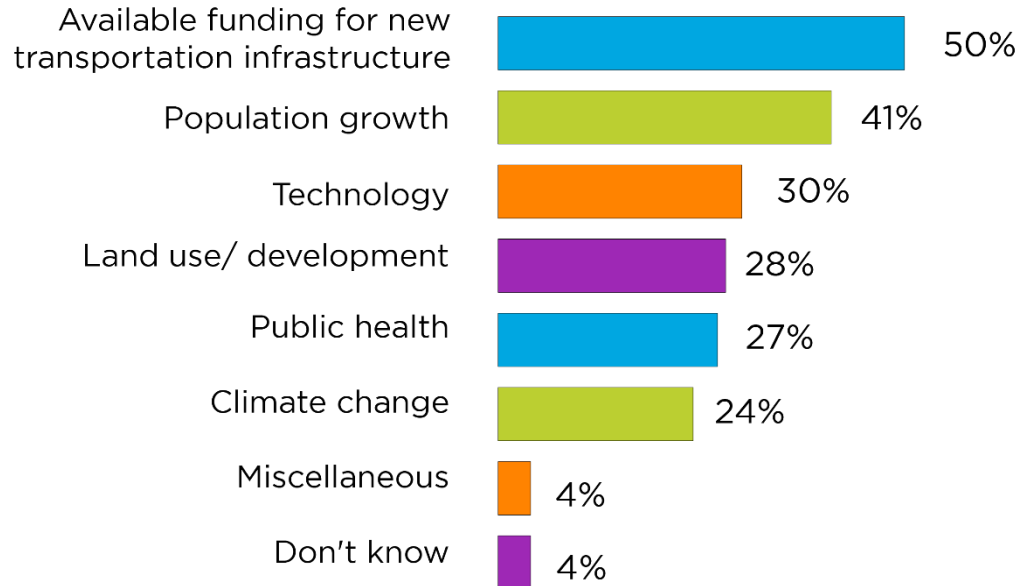
*Data from Survey May 2020

Extent Mobility Changes Permanent



- Most changes likely permanent
- Some changes likely permanent
- Will likely go back to pre-pandemic travel modes
- Don't know

What Will Impact Most Travel Around Region

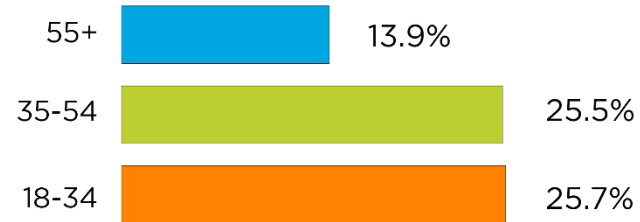


Recently/Plan to Move Further Away from Metro Vancouver

21% Recently/Plan to **move further away from Metro Vancouver urban cores** for affordability/more space

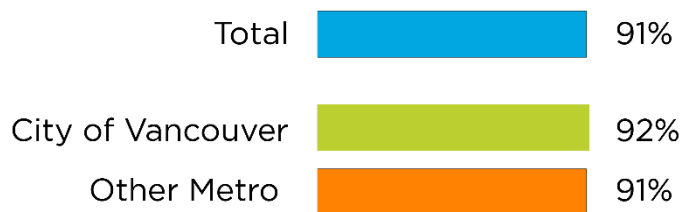


35% due to Pandemic



Younger people more likely to move or have moved

% Agree Important to Continue To Invest In Public Transit



- Over nine-in-ten agree that despite the pandemic, it is **important to continue to invest in public transit**, such as Surrey-Langley Skytrain and extension to UBC.
- High degree of support both within the City of Vancouver and throughout the region

About the Greater Vancouver Board of Trade:

Since its inception in 1887, the Greater Vancouver Board of Trade has been recognized as Pacific Canada's leading business association, engaging members to impact public policy at all levels of government and to succeed and prosper in the global economy. With a Membership whose employees comprise one-third of B.C.'s workforce, we are the largest business association between Victoria and Toronto. We leverage this collective strength, facilitating networking opportunities, and providing professional development through four unique Signature Programs. In addition, we operate one of the largest events programs in the country, providing a platform for national and international thought leaders to enlighten B.C.'s business leaders.

About Mustel Group

The Mustel Group is a team of collaborative experts delivering customized market research solutions for clients in both the public and private sectors. We have helped organizations maximize their potential for over 25 years.